

# Assessment, Policy Development & Evaluation

OATS 4  
Public Health - Seattle & King County  
Seattle, WA

September 2012



- \* Reduction of sugary drink consumption urged as a key strategy for preventing obesity
- \* Menu labeling requirements lead to healthier options at chain restaurants
- \* Smoking rates stall in King County, while 1 in 4 12th graders uses tobacco

## In the News...



Who are we?

We are a multidisciplinary  
group of over 20  
epidemiologists, social  
research scientists, and  
policy specialists.

Who are we?

We are located on 13<sup>th</sup> floor of  
the Chinook Building  
401 Fifth Ave, Seattle, WA  
98104  
(206) 263-8767

Where are we?





King County  
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## Public Health - Seattle & King County

# And online at Data and Reports

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- Public Health home
- 2012 Public Health Budget
- Public Health Centers and other office locations
- News releases
- Multiple language materials
- Board of Health
- Birth and death records
- Child and youth health
- Chronic diseases
- Codes and jurisdictions
- Communicable diseases and immunization
- Data and reports**
- Community health data
- Maps
- Data services
- Reports
- Resources and links
- Public Health Digital Library
- Environmental health services
- Emergency preparedness
- Emergency Medical Services (EMS)
- Violence and Injury Prevention
- Medical examiner
- Nutrition

### Data and reports

Providing regular, updated data on the health of King County's population is a core function of Public Health – Seattle & King County. Data is intended to inform the community, including policy makers, medical personnel, researchers, community-based organizations, government agencies and individuals to understand and respond to diseases, threats and underlying conditions impacting our health.

#### [Get data and report e-mail updates](#)



As a subscriber you'll get an email alerting you of significant information posted to the Data and Reports website.

To request King County data, visit our [Assessment, Policy Development & Evaluation Unit](#) homepage for online or phone request services.

### Publication highlights

#### ➤ [Maps for visual display of relevant population health data](#)

#### ➤ [Data Watch Report: Youth Consumption of Sugary Drinks in King County \(September 2012\)](#)

Sugary drinks are the largest single source of calories in the U.S. diet and account for almost half of all added sugars that Americans consume. The consumption of sugary drinks has been linked to risks for obesity, diabetes, heart disease, stroke, and hypertension. Because one in five youth in King County is overweight or obese, reducing the amount of sugary drinks young people consume is a key strategy for improving health.

#### ➤ [Intersecting Infections of Public Health Significance: The Epidemiology of HIV, Viral Hepatitis, Sexually Transmitted Diseases and Tuberculosis in King County, 2008 \(PDF, 2 Mb\)](#)

#### ➤ [2008 Communities Count Report \(external site\)](#)

The 2008 Report updates indicators of community life that were reported in previous years' reports, tracking social, economic, health, environmental or cultural conditions of value or concern to people residing in King County. With this information, the public, local governments, and private funders can make informed decisions toward building and sustaining healthy communities.

#### ➤ [Community health data](#)

A set of indicators measuring the health of King County residents. It provides a broad array of comprehensive, population-based data with the emphasis on relying on data about the entire community to look at multiple determinants of health.

<http://www.kingcounty.gov/healthservices/health/data.aspx>

- \*Assessment
- \*Policy Development
- \*Evaluation
- \*Planning & Quality Activities
- \*Digital Library Services

**And what do we do?**

- \*Community Health Indicators
- \*Communities Count
- \*Data Watch Reports
- \*Community Health Needs Assessments\*

## Assessment Activities



## YOUTH CONSUMPTION OF SUGARY DRINKS IN KING COUNTY

- ▶ 31% of King County high school students - or 26,000 youth - drink soda daily.
- ▶ Approximately 8,000 King County high school students drink two or more sodas per day.
- ▶ 2 out of 3 King County middle and high school students report drinking sugary drinks, including sodas, sports drinks or other flavored sweetened drinks, at school.

### What are sugary drinks?

Sugary drinks are beverages with added sugars, such as regular sodas (or "pop"), energy drinks, sports drinks, sweetened fruit drinks, and sweetened coffees and teas. On average, a 20-ounce bottle of regular soda has more than 16 teaspoons of sugar and 240 calories. This is double the total amount of added sugar allowed for an entire day based on a 2,000 calorie diet.

### Reducing sugary drink consumption is a key strategy for improving health

Sugary drinks are the largest single source of calories in the U.S. diet and account for almost half of all added sugars that Americans consume.<sup>1,2</sup> The consumption of sugary drinks has been linked to risks for obesity, diabetes, heart disease, stroke, and hypertension.<sup>3,4,7,8</sup> Because one in five youth in King County is overweight or obese, reducing the amount of sugary drinks young people consume is a key strategy for improving health.

### For thousands of local youth, soda is part of daily diet

▶ Similar to rates seen nationally, 31% of King County high school students - or 26,000 youth - report drinking at least one regular (non-diet) soda daily. These numbers reflect only soda consumption - they do not capture the growing number of sports drinks, fruit drinks, vitamin waters and energy drinks that are increasing in popularity.

▶ Of the 26,000 King County high school students who drink soda daily, about 8,000 students are drinking two or more sodas. A teenager who drinks two 20-ounce regular sodas per day consumes 47 cups of sugar per week - or 243 cups of sugar per year - from soda alone.

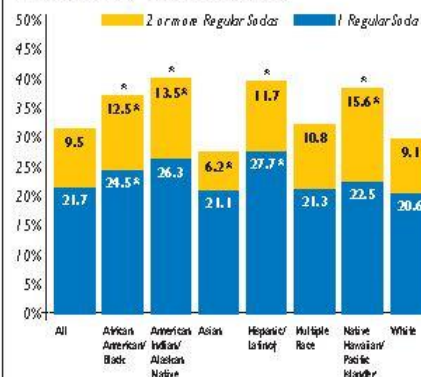
▶ Among high school students, daily consumption of at least one soda is highest among American Indian/Alaskan Native

youth (40%), Hispanic/Latino youth (39%), Native Hawaiian/Pacific Islander youth (38%) and African American youth (37%) versus 30% for white, non-Hispanic youth (Figure 1).

▶ Consumption prevalence for Asians and whites is very similar, but higher numbers of white students drink two or more sodas daily. Multiracial students have similar consumption patterns to white, non-Hispanic students.

Figure 1:

Percent of High School Youth Consuming Regular Soda on Previous Day - King County (2010)



Data source: Washington State HealthyYouth Survey 2010

\*Hispanic/Latino considered as a separate group and not included in any other group

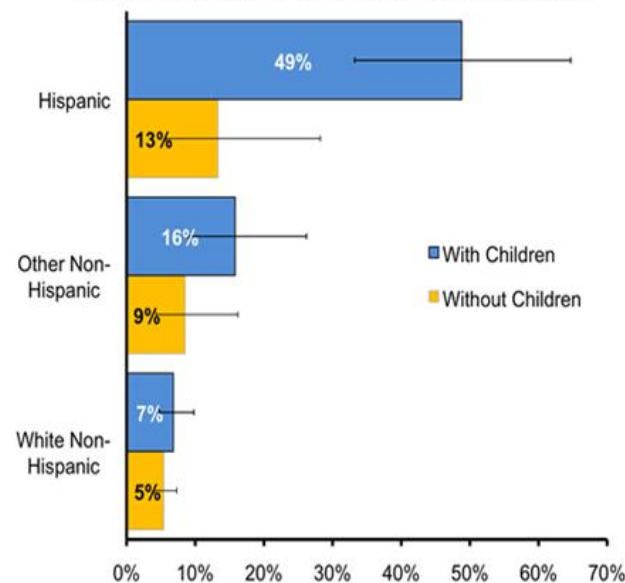
\*Statistically significantly different from white, non-Hispanic students

Prepared by Public Health - Seattle & King County Assessment Policy Development & Evaluation Unit, 08/2012

## Not Everyone in King County Has Enough Food

In a recent telephone survey, King County adults were asked *how often in the past 12 months (never, sometimes, or often) their food didn't last and they didn't have money to buy more*. Answers of "sometimes" or "often" are indicators of food hardship.

Percent of King County Adults Reporting Household Food Often or Sometimes Didn't Last



Data Source: Behavioral Risk Factor Surveillance System

COMMUNITIES COUNT, 1/2012

Lack of adequate food can affect physical and mental health. Children who grow up in homes without enough food are at increased risk of illness, and of experiencing academic and psychosocial problems. Nutritional deficiencies and family stress both contribute to these outcomes.

### NEWS

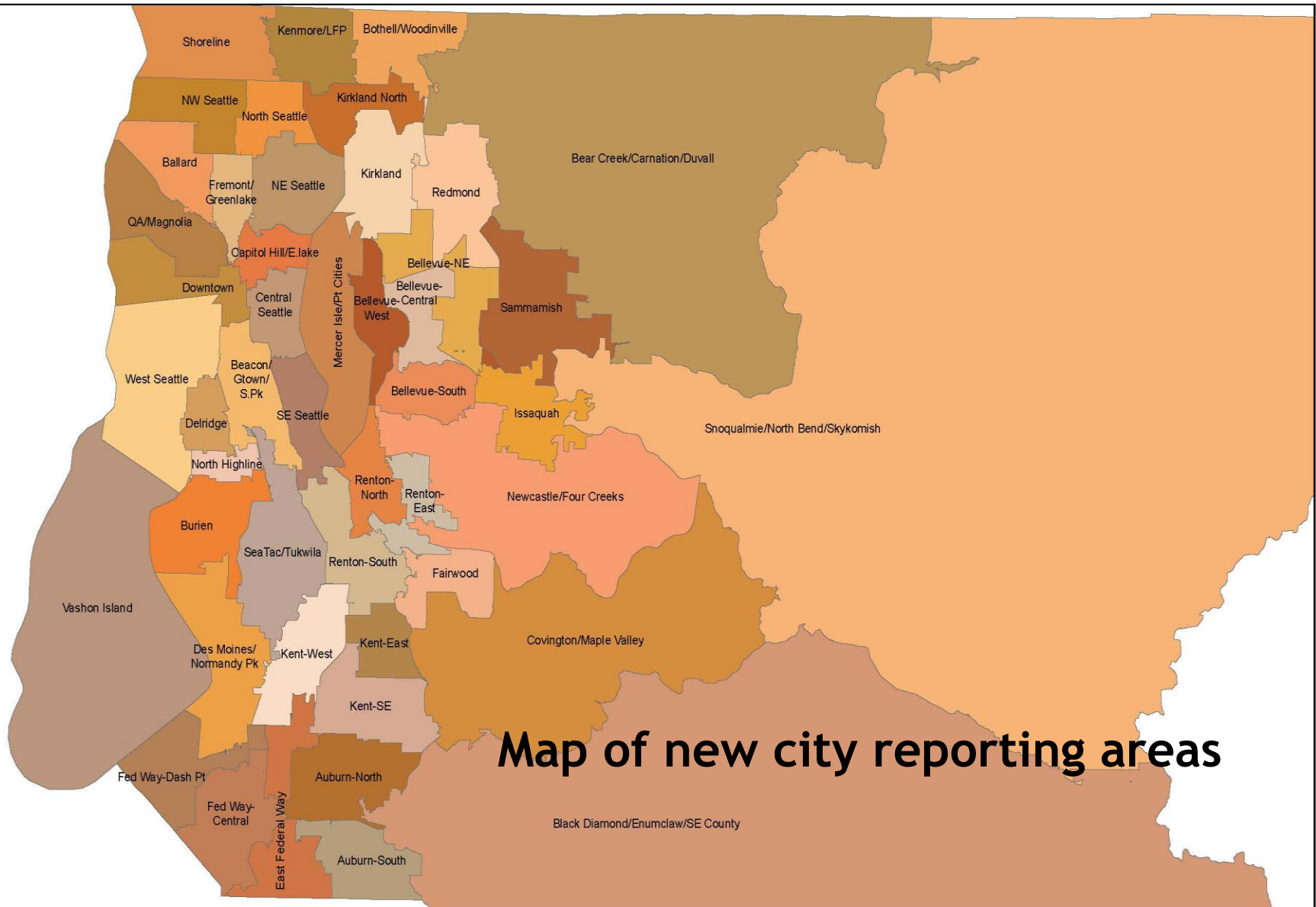
#### Coming in Spring 2012

Redesigned Communities Count website with all new data analyses

#### Real Time Data Updates

Interview and data-based updates on recession-linked topics: Food, Work Supports, Housing, Living Wage, etc.

- [Food Adequacy: February 2012](#)
- [Work Supports & the Quest for Self Sufficiency](#)
- [When the Bottom Drops Out](#)
- [Gimme Shelter](#)



**Map of new city reporting areas**

- \*Equity and Social Justice Initiative
- \*Healthy Eating, Active Living (HEAL)
- \*Nutrition Labeling
- \*Community Health Workers

## Policy Development

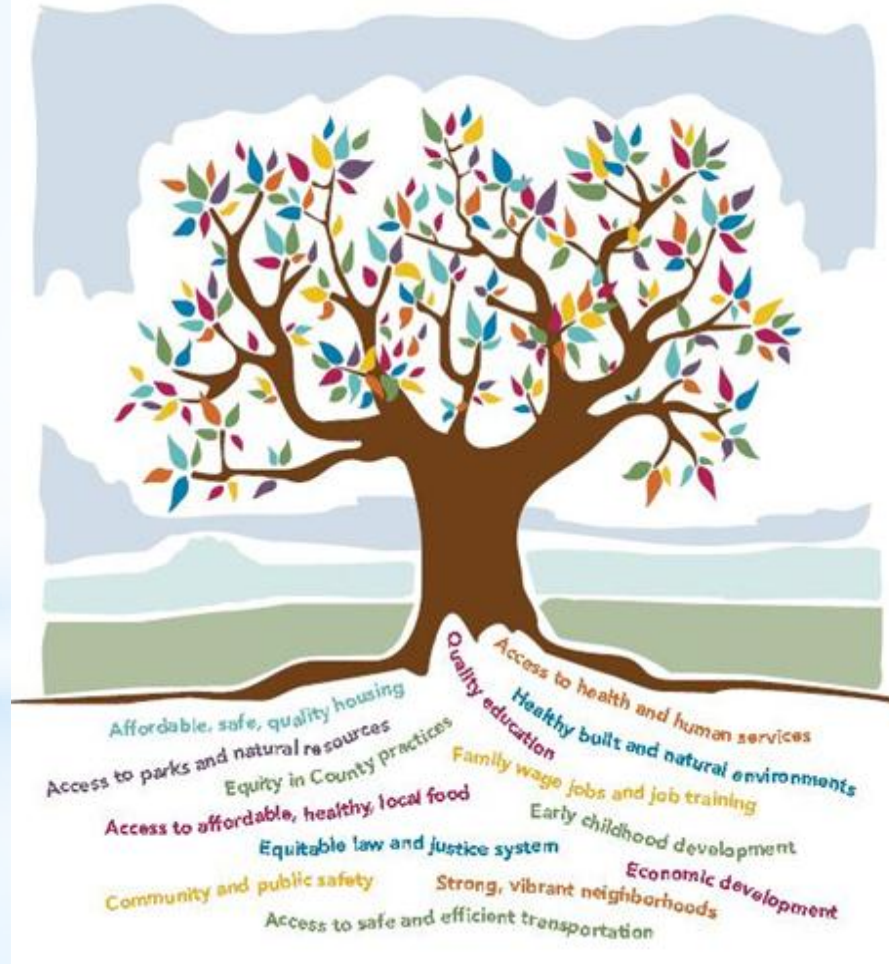




King County

## Equity and Social Justice Annual Report

August 2012





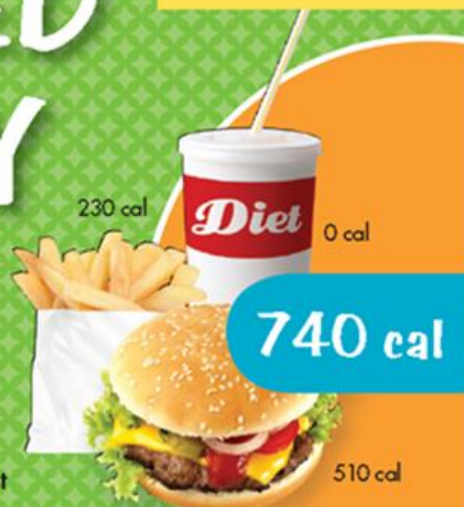
# BE INFORMED BE HEALTHY

Public Health  
Seattle & King County



Read menu  
labels and make  
healthier choices.

2000 calories a day is all most  
adults should eat. Look for menu  
labels at chain restaurants.



[www.kingcounty.gov/health/healthyeating](http://www.kingcounty.gov/health/healthyeating)

- \*King County Nutrition Labeling evaluation
- \*Communities Putting Prevention to Work (CPPW)

## Evaluation Activities

- \*Performance Measures
- \*Performance Forums
- \*Accreditation Preparation

## Planning & Quality Activities

Data Requests tap both PHSKC and external resources including...

- \* Community Health Indicators data
- \* Vital Statistics, hospitalizations, and population estimates data
- \* Behavioral Risk Factor Surveillance System (BRFSS), or the Healthy Youth Survey (HYS) data
- \* Census/American Community Survey (ACS) data

# Data Requests

You can make a data request online using our  
Data request submission form at  
<http://www.kingcounty.gov/healthservices/health/data/APDE/request.aspx>

Email us at [data.request@kingcounty.gov](mailto:data.request@kingcounty.gov)

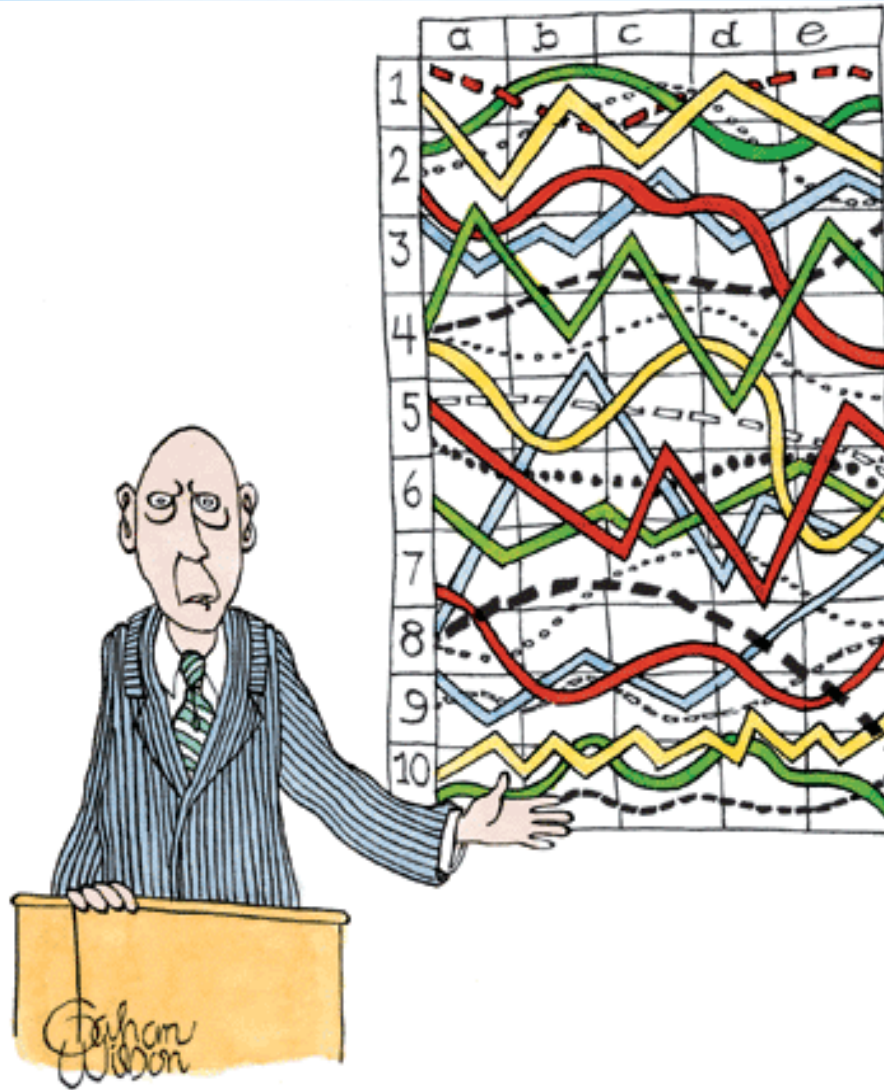
Or call us at 206-263-8786

# Data Requests



- \* DATA to support what you do for your clients
- \* INFORMATION to support your work
  - \* Evidence on best practices?
  - \* Evaluation of your programs?
  - \* Public policy changes to support your clients?
- \* PLANNING
  - \* Performance measurement
- \* QUALITY
  - \* Performance monitoring/LEAN processes

# How can we help CHS?



*"I'll pause for a moment so you can let this information sink in."*

# Questions?